

Abstract

A purpose of the Bachelor Thesis *Comparison of book reviews in Právo and MF Dnes in 2002, 2006 and 2010 and their impact on readership* is to describe and compare literary reviews in two different journals; thereafter to try to identify their influence on the marketability of books. It summarizes the available evidence on the issue of reviews and literary critique in the theoretical part and it also mentions the reading culture and reading surveys. It compares the reviews published in the selected press in the practical part. The content analysis describes this issue first and as second the comparison with the books' titles sales rank, as it is published on *Union of Czech booksellers and publishers* website. On the base of this comparison, this thesis tries to define the influence of the review in daily newspapers to books sale, and if the readers are influenced by either the positive, or negative review.